

ITEM 12
BILL 69 (2013)

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2014 JAN 14 PM 3:42

Honorable Councilmember Ann Kobayashi
Budget Committee Chair
Councilmembers of the Budget Committee

BILL 69 (2013) Relating to Advertisements on the outside of the City's Buses -
STRONG OPPOSITION

Good Morning Chair Kobayashi & Members of the Budget Committee:

I'm a daily commuter on the City's Public Mass Transit System or better known as the City's Buses, which serves the General Public by transporting passengers to their destinations. **I am in Strong Opposition to Bill 69 (2013)** regarding selling advertisement spaces on the **outside** of the City's Buses for these reasons:

- 1) Drivers will be distracted when they see the advertisements and try to read the advertisement while driving, such as trying to get the phone number and drive too close to the buses, other vehicles or even pedestrians.
- 2) Selection of which ads will be challenged, such as The Nativity Scene was omitted at the Honolulu City Lights display a few years ago by various Religious groups. Some of the Advertisements might become out-dated, such as some that are located inside the buses.
- 3) The colorful Advertisements outside of the buses will also confuse bus riders, such as visitors to the Island and others who will NOT be able to distinguish the Public from the Private Commercial buses, which has colorful advertisements painted on the buses. The riders cannot depend that ONLY Public City Buses will stop at the bus stops, since some of them are also shared by Commercial Vehicles, such as the one fronting Diamond Head Grill at Monsarrat and Campbell Avenues.
- 4) There is a strong possibility that if the outside of the Public buses are painted with ads, this practice might even be expanded to the Handi-Van system.
- 5) The Question is, what is allowed on the City Buses by the Federal Government, who also subsidizes the purchases of new buses?

These are my reasons why I **stongly oppose Bill 69 (2013)**.

Thank you for the opportunity to speak.

Daisy Murai, a resident of Kapahulu
3039 Kaunaoa Street
Honolulu, HI 96815
Dated: January 14, 2014

Date of Hearing: January 17, 2014
Time: 9:00 am
Place: Committee Room 205
Fax: 768-3827